

Canderel Chocolate In Store Sampling Drive – 2007

INTRODUCTION

Fore Good Group (FGG) are the exclusive distributors and brand custodians for Merisant (Canderel and Equal). Canderel launched its chocolate range in 2006 and the biggest obstacle was taste perception i.e. consumers didn't believe that a sugar-free chocolate could deliver on taste and their indulgent expectations. Before the group took Canderel over, a significant amount was spent above-the-line to launch but delivered little traction.

OBJECTIVES

The top objective was to change consumer perception and although at a much higher premium than regular offerings, Canderel's chocolate imported from the EU had parity in terms of taste. It was decided to sample the chocolate in an innovative way that would garner traction with targeted consumers/shoppers.

CHALLENGES

- Logistical & storage (fresh fruit, chocolate & fountains)
- High cost per store activation
- Prescribe to health regulations and guidelines
- Management of experiential performance
- Specialised procurement

STRATEGY

It was decided that the best way to change perception was to get the chocolate into the consumer's mouth. We targeted the Top 200 stores in South Africa which roughly contributed 50% of Canderel's revenue in grocer. At the time it was the biggest national sampling campaign with a total of 1,050 days.

VEHICLES

- In Store Experiential
- Incentives

RESULTS

- Over 20% increase in sales
- Engaged over 25,000 consumers: of that 51% of consumers that tasted, purchased the product
- Campaign set the foundation for Chocolate to become a major contributor (on average over 10% of revenue)

